IN THE CLAIMS

Please amend claims 1, 14 and 27 as follows:

1. (CURRENTLY AMENDED) A method of collecting, storing and processing usage data from a device, comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; [[and]]

correlating the extracted usage data over a period of time using the customer identifier or replacement identifier; and

using the correlated usage data to understand the customer's preferences and thereby increase revenue;

~~such that~~ wherein both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers and neither the customer identifier nor the usage data are stored for "opt-out" customers; and

wherein the "opt-out" customers are those who specifically request that their usage data not be used, the "opt-in" customers are those who specifically allow use of their usage data and the "opt-neutral" customers are those who have stated no preference.

2. (CANCELED)

3. (CANCELED)

4. (CANCELED)

5. (CANCELED)

6. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

7. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step comprises creating the replacement identifier for the customer identifier from the extracted usage data.

8. (CANCELED)

9. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

10. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

11. (ORIGINAL) The method of claim 1, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.

12. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the device sends the usage data along with a usage identifier that is independent of the customer identifier.

13. (PREVIOUSLY PRESENTED) The method of claim 12, wherein the translating step comprises translating the customer identifier from the extracted usage data into the replacement identifier using the usage identifier.

14. (CURRENTLY AMENDED) An apparatus for collecting, storing and processing usage data from a device, comprising:

means for collecting, storing and processing usage data from the device in accordance with a privacy policy by:

extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; [[and]]

correlating the extracted usage data over a period of time using the customer identifier or replacement identifier; and

using the correlated usage data to understand the customer's preferences and thereby increase revenue;

~~such that~~ wherein both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers and neither the customer identifier nor the usage data are stored for "opt-out" customers; and

wherein the "opt-out" customers are those who specifically request that their usage data not be used, the "opt-in" customers are those who specifically allow use of their usage data and the "opt-neutral" customers are those who have stated no preference.

15. (CANCELED)

16. (CANCELED)

17. (CANCELED)

18. (CANCELED)

19. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating is performed only for extracted usage data associated with an "opt-neutral" customer.

20. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises creating the replacement identifier for the customer identifier from the extracted usage data.

21. (CANCELED)

22. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

23. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

24. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises performing a one-way translation function that has an inverse function that is difficult to perform.

25. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the device sends the usage data along with a usage identifier that is independent of the customer identifier.

26. (PREVIOUSLY PRESENTED) The apparatus of claim 25, wherein the translating comprises translating the customer identifier from the extracted usage data into the replacement identifier using the usage identifier.

27. (CURRENTLY AMENDED) An article of manufacture comprising a computer program storage media storing instructions that, when read and executed by a computer, causes the computer to perform a method for collecting, storing and processing usage data from a device, comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer"; [[and]]

correlating the extracted usage data over a period of time using the customer identifier or replacement identifier; and

~~such that~~ wherein both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers and neither the customer identifier nor the usage data are stored for "opt-out" customers; and

wherein the "opt-out" customers are those who specifically request that their usage data not be used, the "opt-in" customers are those who specifically allow use of their usage data and the "opt-neutral" customers are those who have stated no preference.

28. (CANCELED)

29. (CANCELED)

30. (CANCELED)

31. (CANCELED)

32. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

33. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises creating the replacement identifier for the customer identifier from the extracted usage data.

34. (CANCELED)

35. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

36. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

37. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.

38. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the device sends the usage data along with a usage identifier that is independent of the customer identifier.

39. (PREVIOUSLY PRESENTED) The article of claim 38, wherein the translating step comprises translating the customer identifier from the extracted usage data into the replacement identifier using the usage identifier.